

Nolds Food

BY:Reynolds

Restaurant Concept (Project Idea)

Name of Restaurant and website.

Nolds Food

Website is noldsfood.com

Nolds Tagline

Experience a good delicay

Food and Drinks

Customization

Ghanaian Dishes

- Main Dish: Wakye, Jollof, Yam, Kenkey, Fufu, Rice Balls, TZ Banku
- Soup: Light Soup, Okro Soup, Palm Soup, Groundnut Soup
- Stew: Gravy, Spinach, Egg Stew
- Sauce: Beef, Chicken
- Meat: Cow, Goat, Chicken, Wele Egg

Drinks

- Soda
- Sobolo (Local Drink)
- Orange Juice

Country, State and Town

United State, Minnesota and the town is Rochester

Delivery Radius is Rochester

Main Target Audience

Ghanaian working folks

Cost

The cost of food will be affordable ranging from \$20 to \$50 and the drinks will range from \$5 to \$7 depending on the type of drinks selected.

Elevator Pitch

My restaurant Nolds food is to give the **Ghanaian Community in Rochester** the ability to order the Ghanaian meal they crave for. In as much as they are the target audience, the restaurant is open to all **busy working folks**. The meals and drinks prepared are **healthy** and give the busy working person the maximum energy to carry out their day. It is affordable and tasty and prepared by chefs that understand what a true Ghanaian dish really is.

The restaurant will have:

- A place for come-in (People get to seat and eat)
- A drive-through (People get to pick up their meals)
- A delivery service using the website or the phone app. (Gets delivered)

Strategy

Reminder: My restaurant Nolds food is to give the **Ghanaian Community in Rochester** the ability to order the Ghanaian meal they crave for at an affordable price

Target Audience

The website/app will focus on the following target audiences:

Roles (Groups of people with similar goals)

- Ghanaians that crave for their local meals.
- Ghanaian busy workers who work in stores and in minor jobs down-town.
- Food enthusiast

Demographics (Age, Gender, Occupation, marital status, income location)

- 18- 50 years
- All gender
- Shop attendants, contractors, bankers
- Single and married
- Limited Income

Psychographics (Personalities, Values, attitude Interest lifestyle)

Personality& Attitude

- Family
- Youthful
- Easy going
- Parties

Value

- Leberal
- Good morals
- Respectful

- Kindl

Lifestyle

- Adventrous
- Fashion oriented

User Needs

The website needs to enable the user to:

- Allow users to order online and delivered in their area.
- Allow users make changes to an order within 5 minute.
- Users can know open and close time
- Users can know if there are available seating area.
- Allow users to track their orders
- Allow users customize their orders

Client Needs

The website needs to enable the client to:

- Explain how spicy Ghanain foods are.
- Provide system for customization.
- Client must have good user experience with the website.
- The client be able to cancel an order
- Sell food online that will be delivered
-

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

"The user will be looking for..."

- Home (Food menu)
- Drinks
- Reservations
- Images of Ghanaian meals
- Delivery time and map
- Opening and closing time
- Alert messages
- About Us
- Available seating area
- Deals of the week
- Display Prices
- Delivery time
- Contact
- FAQ

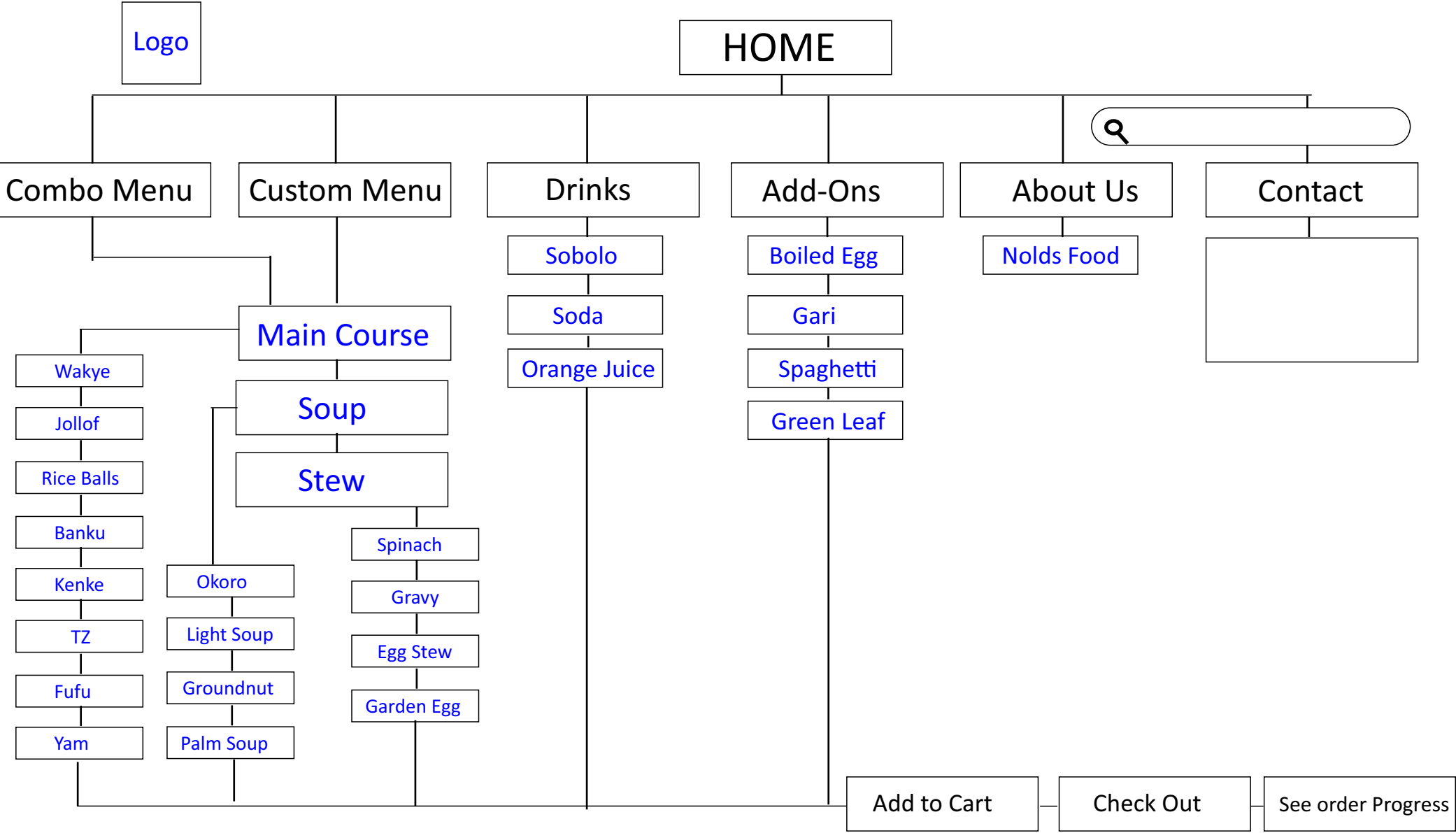
Functionality Requirements

Systems that will allow the user accomplish tasks.

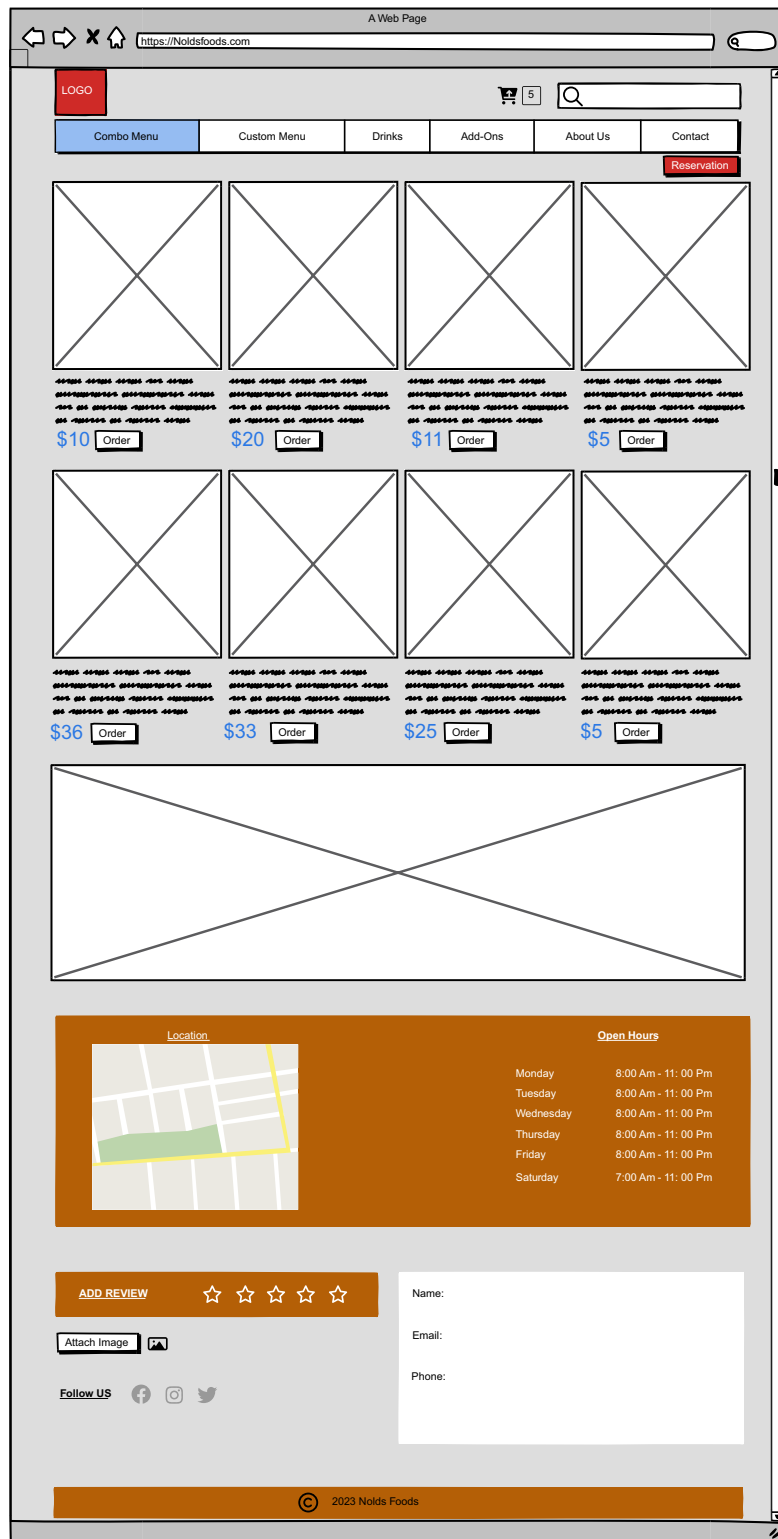
"The user will be able to..."

- Select the particular soup or stew to go with their main meal.
- Able to add drinks to their meal
- Search for a meal
- Able to cancel an order
- Pick add-ons
- Check Out
- Check for available seats
- Enter payment
- Enter delivery address and track it.

Sitemap



Website Wireframe



Main Page

Custom Meal Page

LOGO

Cart

Search

Combo Menu

Custom Menu

Drinks

Add-Ons

About Us

Contact

Please select your meal to the cart by clicking on the image

Main Course Meal

Wahye

\$10

Add to Cart

3

Rice Balls

\$20

Add to Cart

3

Jollof

\$11

Add to Cart

3

Yam

\$5

Add to Cart

3

TZ

\$36

Add to cart

3

Kenkey

\$33

Add to Cart

3

Banku

\$25

Add to Cart

3

Fried Plantain and Beans

\$5

Add to Cart

3

Soup

Light Soup

\$36

Add to Cart

3

Groundnut Soup

\$33

Add to Cart

3

Okro Soup

\$25

Add to Cart

3

Palm Soup

\$5

Add to Cart

3

Stew

Spinach

\$36

Add to Cart

3

Gravy

\$33

Add to Cart

3

Egg Stew

\$25

Add to Cart

3

Garden Egg

\$5

Add to Cart

3

Meat

Fried Chicken

\$36

Add to Cart

3

Grilled Chicken

\$33

Add to Cart

3

Cow Meat

\$25

Add to Cart

3

Goat Meat

\$5

Add to Cart

3

Location

Open Hours

Monday

8:00 Am - 11:00 Pm

Tuesday

8:00 Am - 11:00 Pm

Wednesday

8:00 Am - 11:00 Pm

Thursday

8:00 Am - 11:00 Pm

Friday

8:00 Am - 11:00 Pm

Saturday

7:00 Am - 11:00 Pm

ADD REVIEW

☆

☆

☆

☆

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Attach Image

GA

Follow US

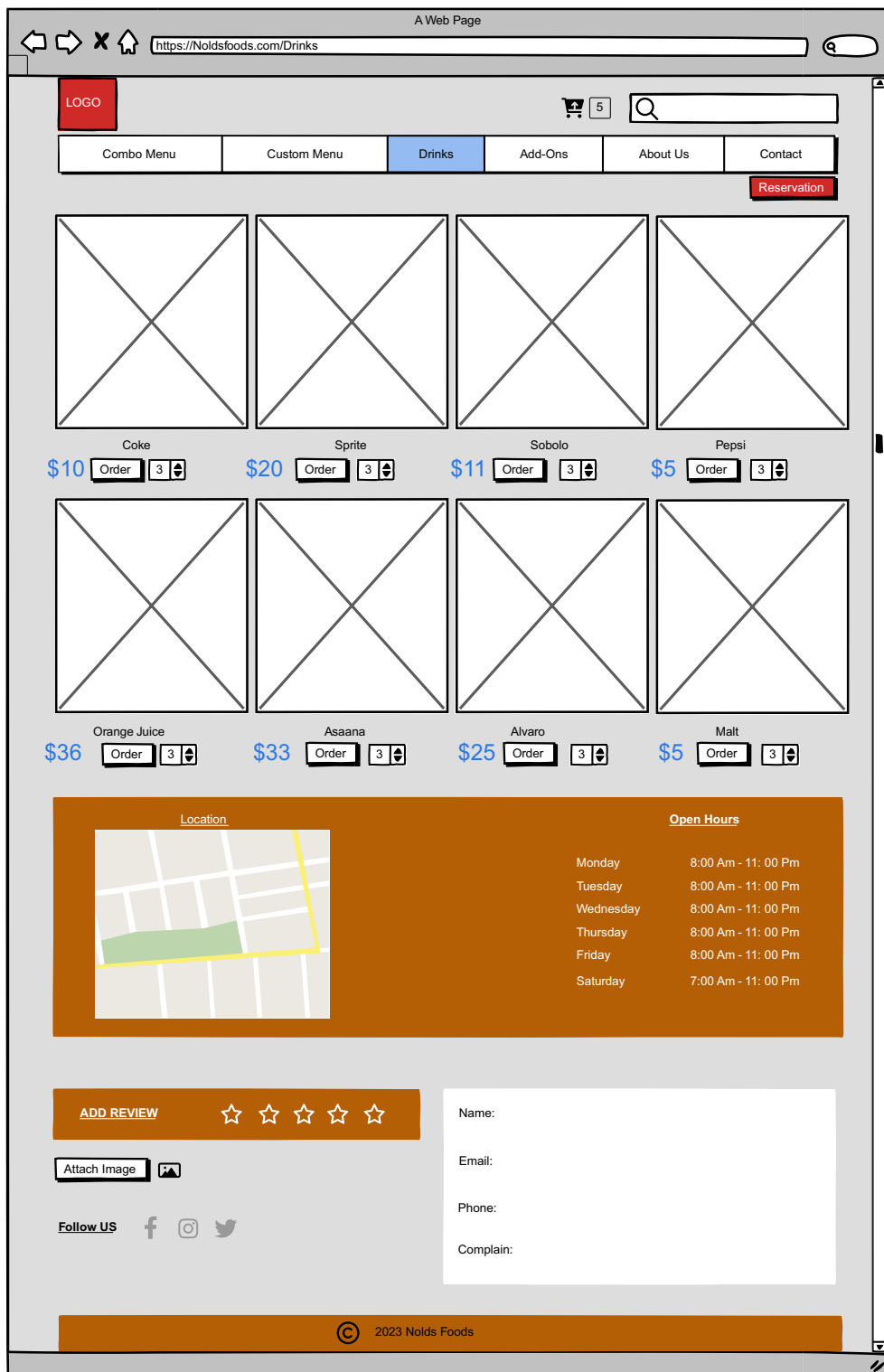
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Name:

Email:

Phone:

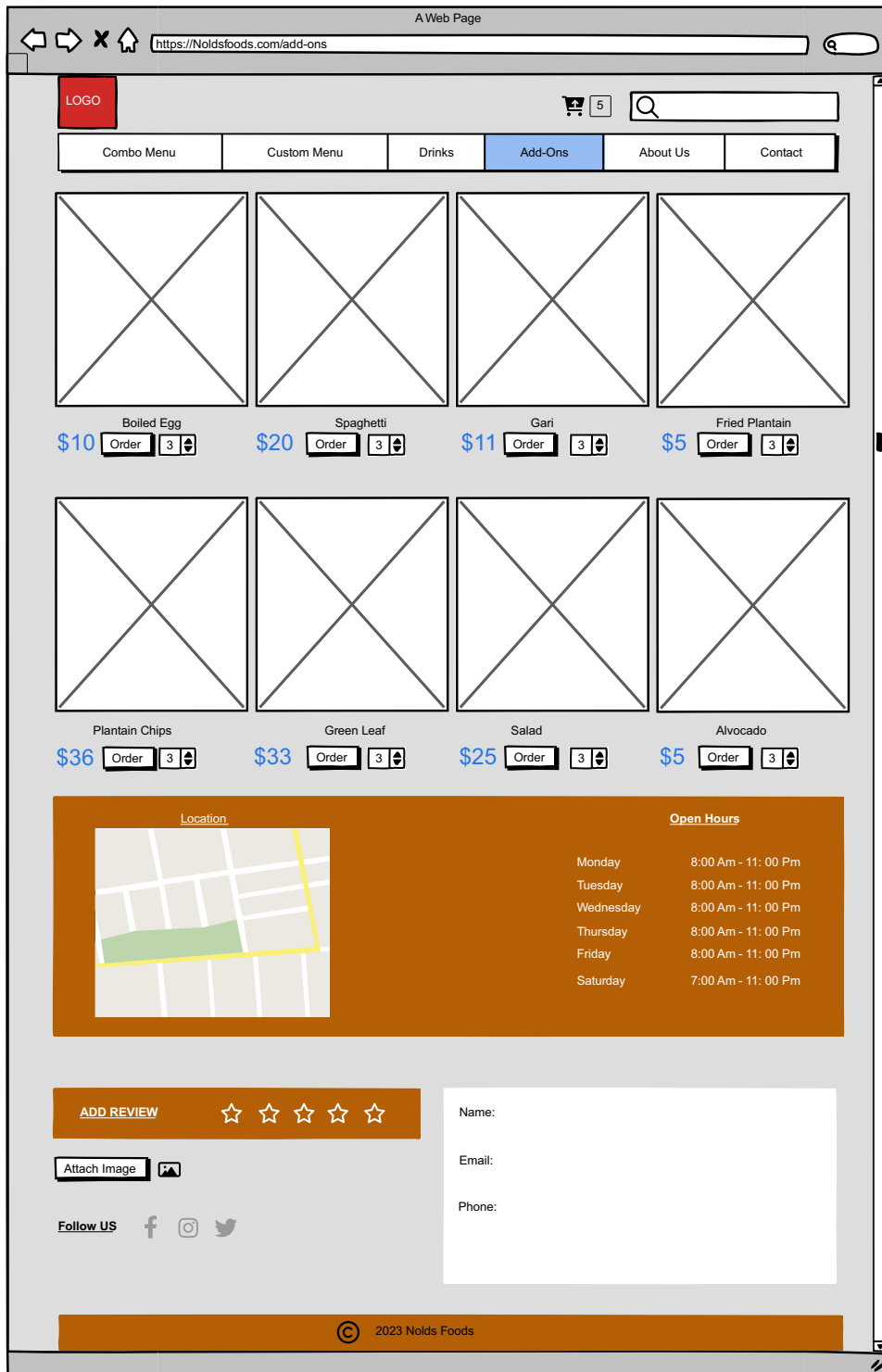
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Nolds Food

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Drinks Page



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Add-Ons

A Web Page
https://Noldsfoods.com/Costum/Drinks/Checkout

LOGO

2

Check Out

...

Jollof

\$10 3

\$36 3

Card Number:

Name on Card:

Authorize NO:

ORDER

Location

Open Hours

Monday	8:00 Am - 11: 00 Pm
Tuesday	8:00 Am - 11: 00 Pm
Wednesday	8:00 Am - 11: 00 Pm
Thursday	8:00 Am - 11: 00 Pm
Friday	8:00 Am - 11: 00 Pm
Saturday	7:00 Am - 11: 00 Pm

ADD REVIEW

Attach Image

Follow US

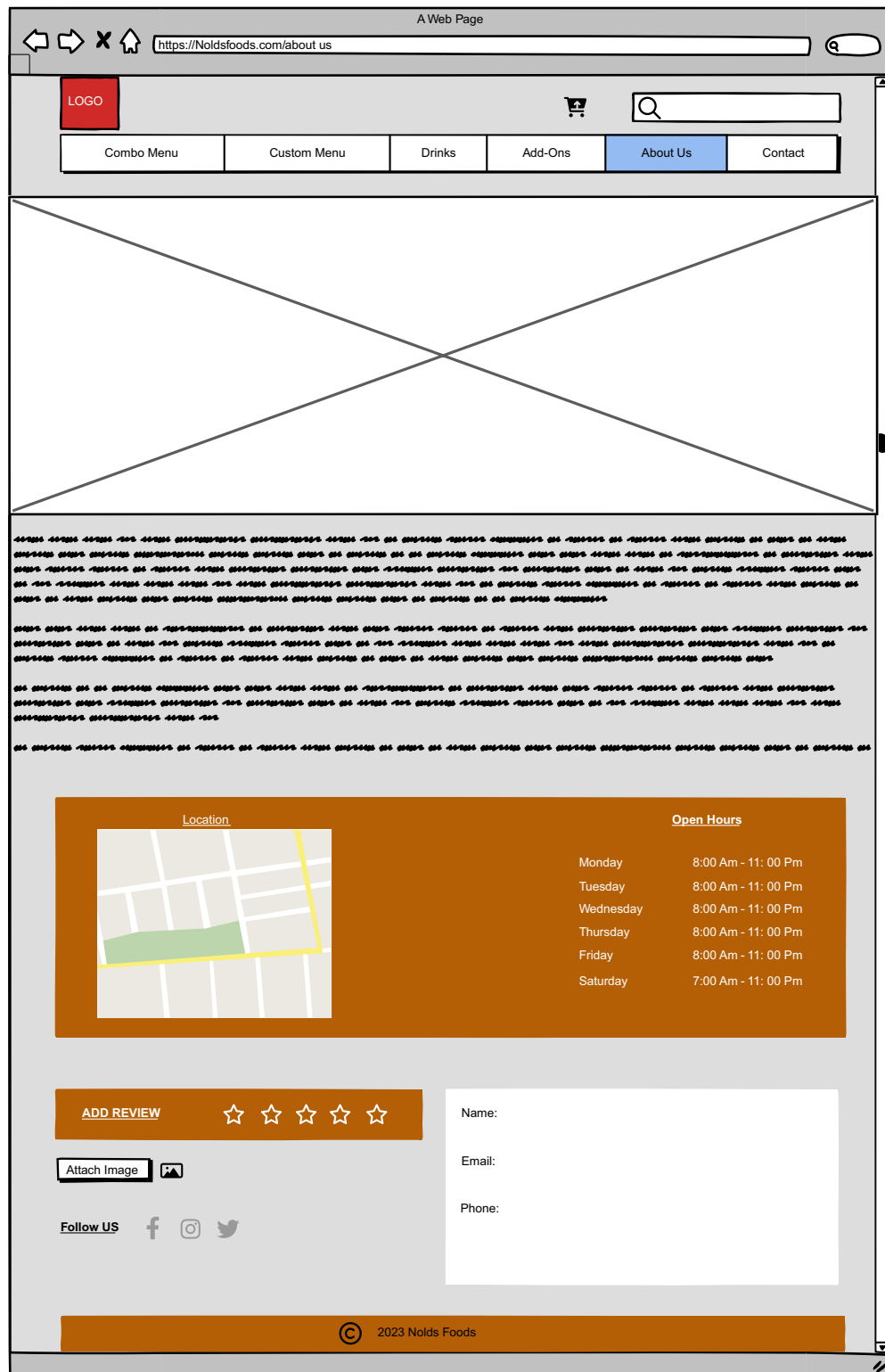
Name:

Email:

Phone:

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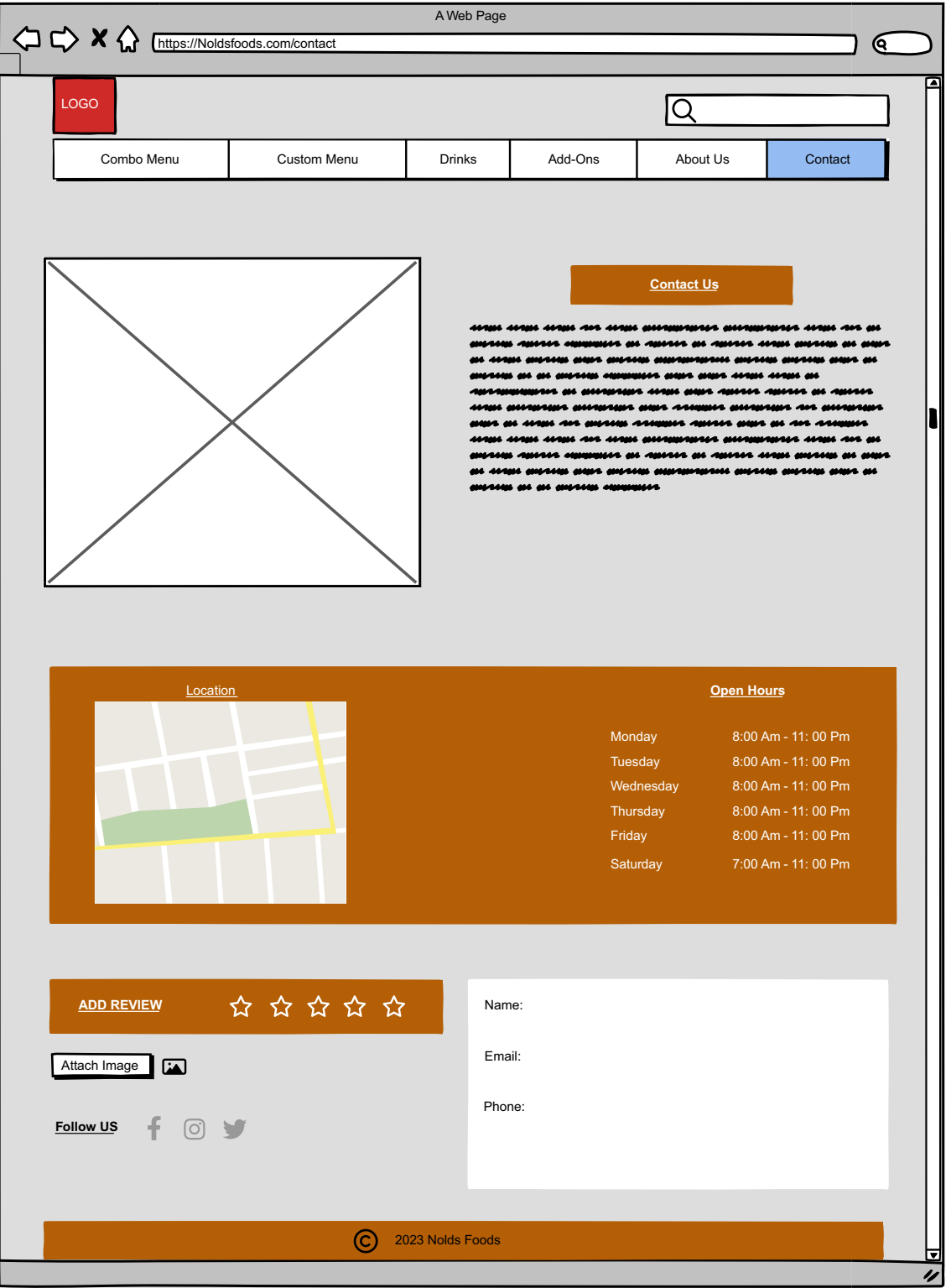
Check-Out



Nolds Food

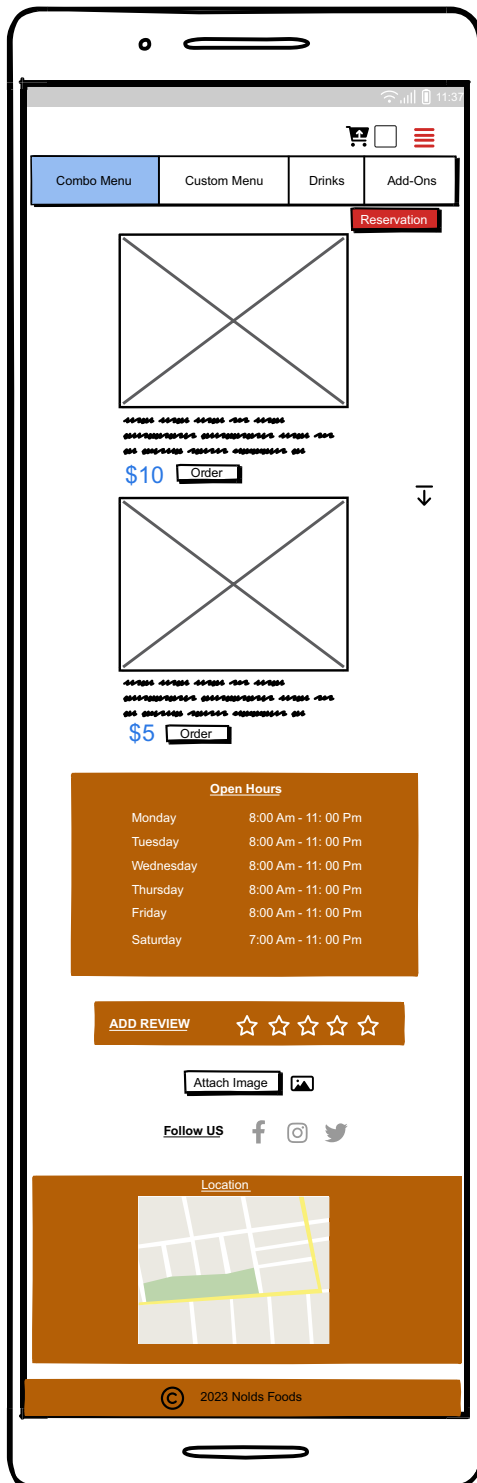
BY:Reynolds

About Us Page



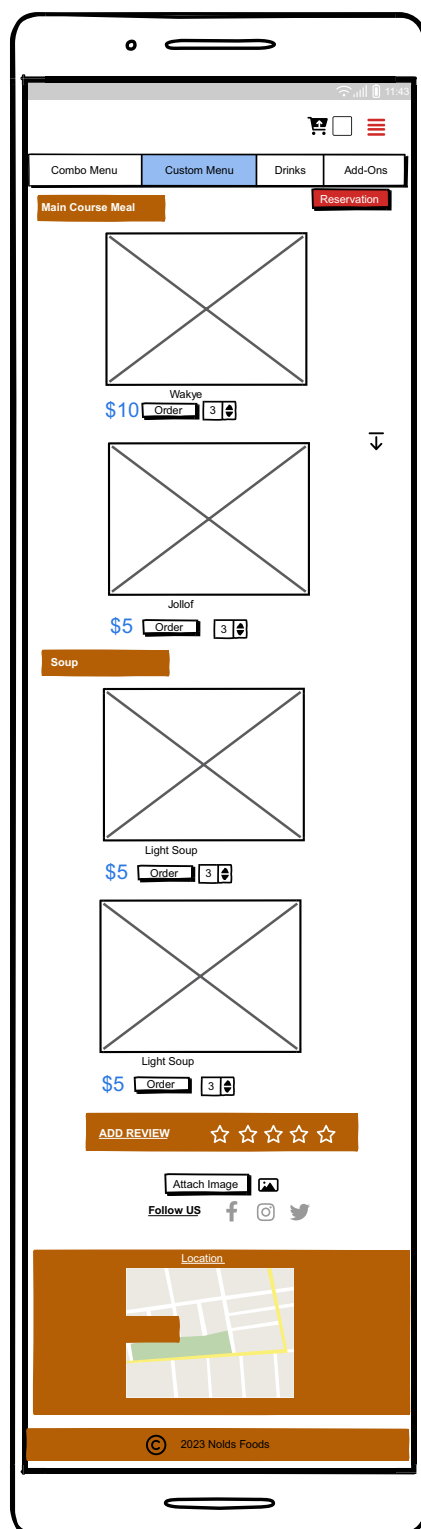
Contact Us Page

Phone Wireframe

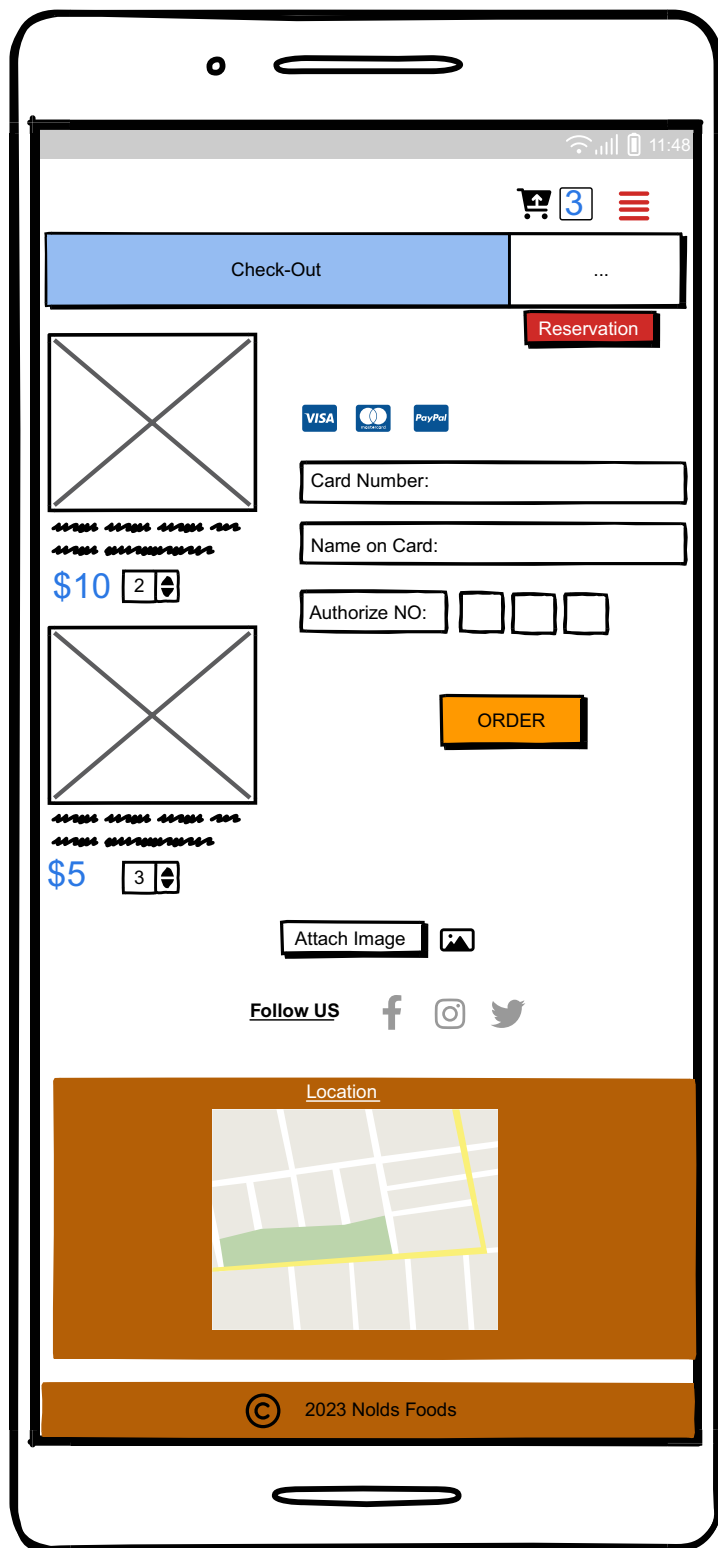


Main Menu

Custom Menu



Check Out

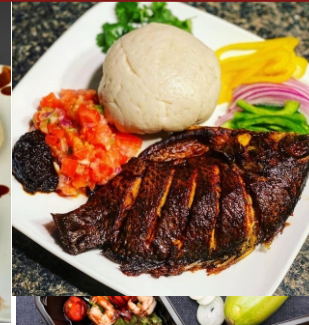


MOOD BOARD

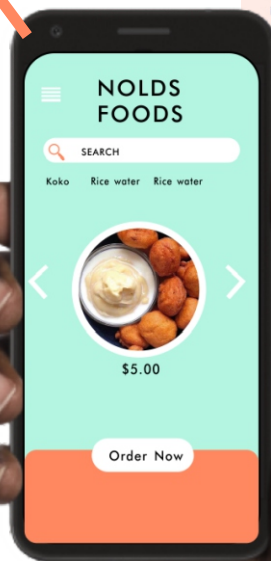
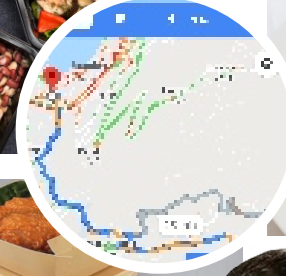
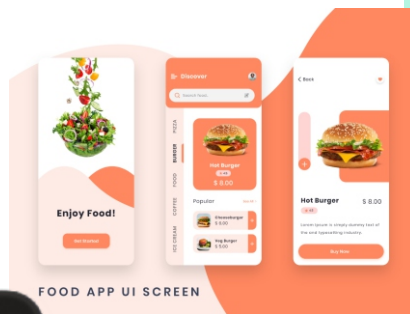
Nolds Food

BY: Reynolds

NOLDS FOOD



Jollof Rice
Plantain
TOM BROWN





Logo Ideas

Nolds Food

BY:Reynolds

NOLDS FOOD

NOLDS
F o o d

F o o d
Nolds

NOLDS
F o o d



1



Combo Menu

Custom Menu

Drinks

Add-Ons

About-Us

Contact

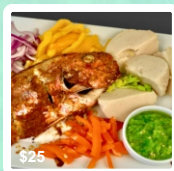
Check Out



\$20

Jollof

Order



\$25

Kenkey with Hot source

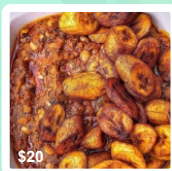
Order



\$35

Fufu

Order



\$20

Fried Plantain and Beans

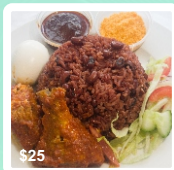
Order



\$35

Banku With Tilapia

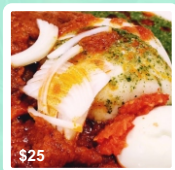
Order



\$25

Wakye with Fish, egg

Order



\$25

TZ and okro

Order



\$25

Yam and Egg Stew

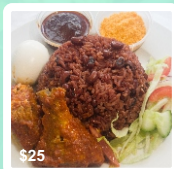
Order



\$35

Banku With Tilapia

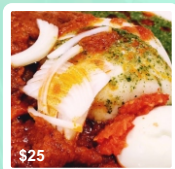
Order



\$25

Wakye with Fish, egg

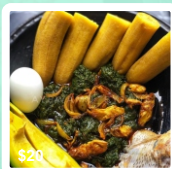
Order



\$25

TZ and okro

Order



\$20

Unripe Plantain & Spinach

Order

Opening Ours

Monday - Saturday
8:00am - 11:00pm



Location

Minnesota Rochester
55901 NW James st
507 224 252 015



Chat

Website Mockup

Ordering a **combo Course** meal
picking one bowl of jollof



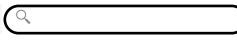
Website Mockup

Add- Ons landing page

Picking up 1 egg extra and 1 alvocado



3



Combo Menu

Custom Menu

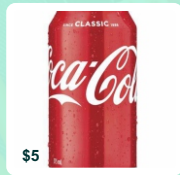
Add-Ons

Drinks

About-Us

Contact

Check Out



\$5

Coke

Order



\$2

Orange Juice

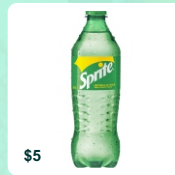
Order



\$5

Sobolo

Order



\$5

Sprite

Order



\$3

Fanta Lemon

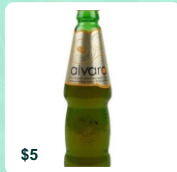
Order



\$5

Orange Fanta

Order



\$5

Alvaro

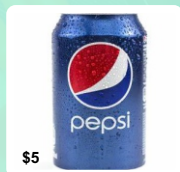
Order



\$5

Malt

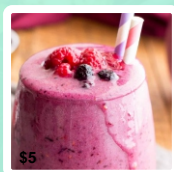
Order



\$5

Pepsi

Order



\$5

Strawberry

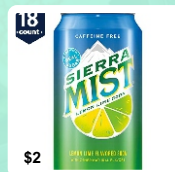
Order



\$23

Milk

Order



\$2

Mist

Order

Opening Ours

Monday - Saturday
8:00am - 11:00pm



Location

Minnesota Rochester
55901 NW James st
507 224 252 015



Chat

Website Mockup

Drinks
Picking Coke



5



Combo Menu

Custom Menu

Add-Ons

Drinks

About-Us

Contact

Check Out



\$20

Jollof

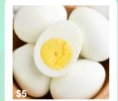
Order



\$20

Grilled Sausage

Order



\$5

Boiled Egg

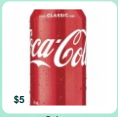
Order



\$2

Orange Juice

Order



\$5

Coke

Order



VISA **PayPal**

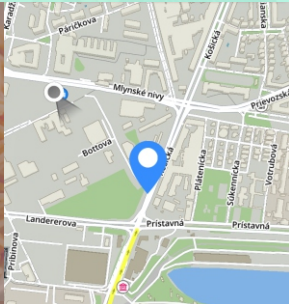
Name on Card:

Card Number:

Authorization



Type your location



Check Out

Opening Ours

Monday - Saturday
8:00am - 11:00pm



Location

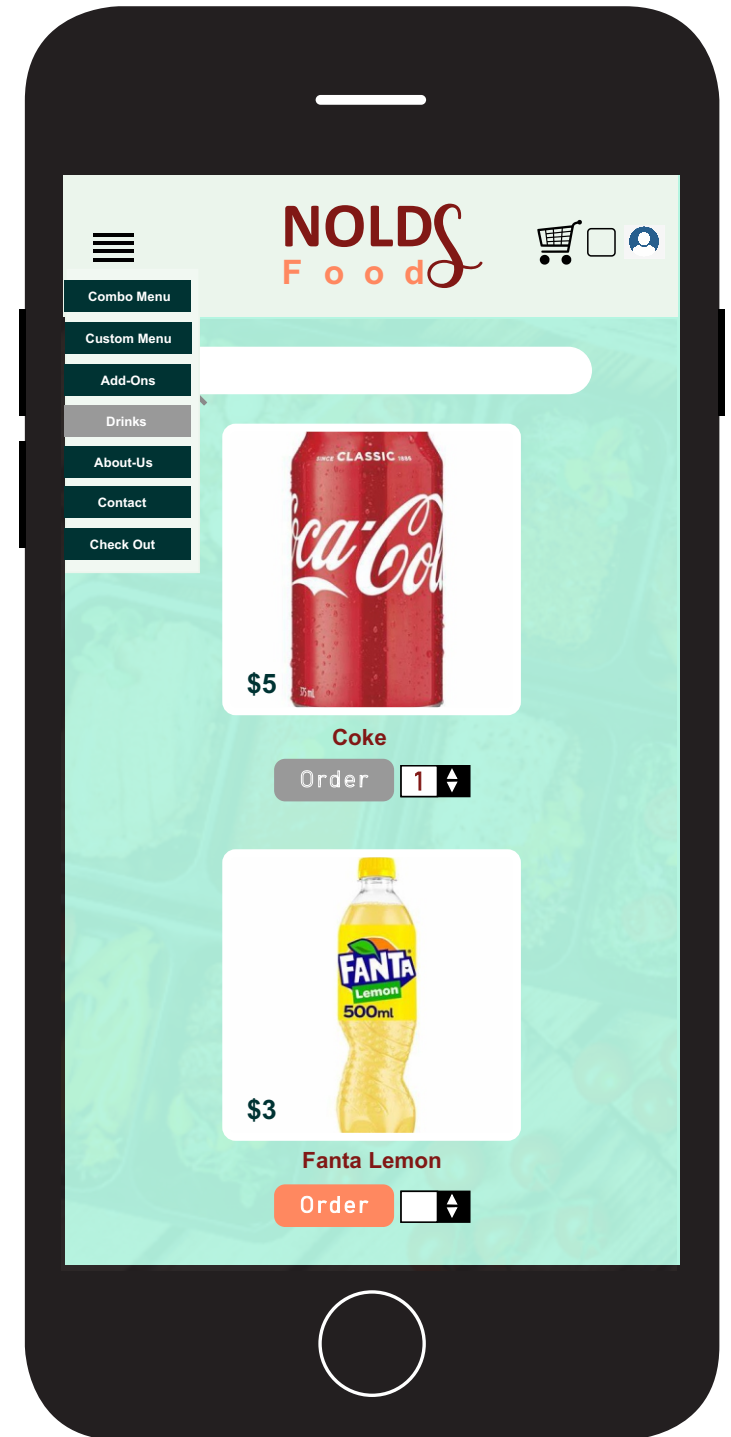
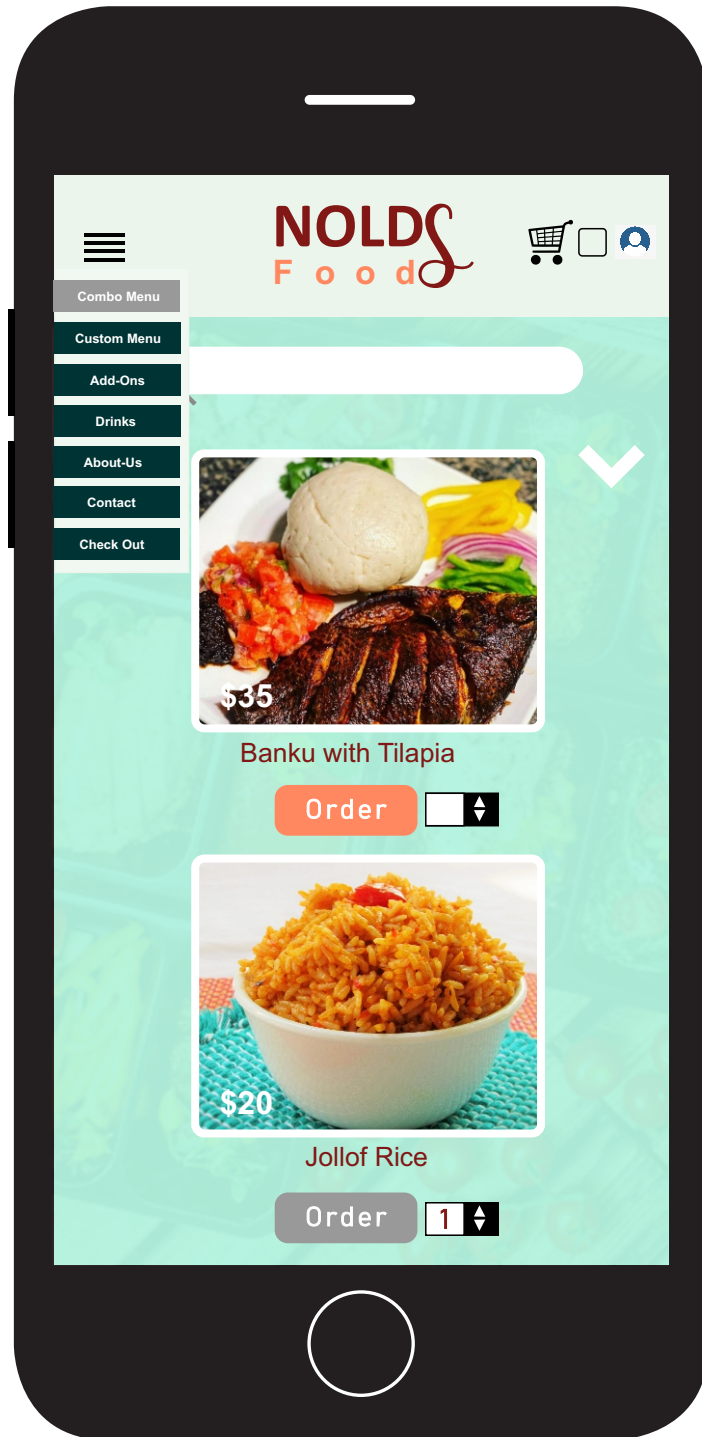
Minnesota Rochester
55901 NW James st
507 224 252 015



Chat

check out Landing Page

Mobile Mockup



Mobile Mockup

